

What is claimed is:

1. An image recording material comprising:
 - a substrate;
 - an electronic element layer comprising an electronic element capable of radio communicating on the substrate;
 - a white pigment-containing layer containing a white pigment on the electronic element layer; and
 - an image forming layer on the white pigment-containing layer,wherein, in the white pigment-containing layer, a variation coefficient S/R of a ratio of a white pigment-occupying area per unit area is 0.25 or less, S is a standard deviation of the ratio and R is an average value of the ratio.
2. The image recording material of claim 1, wherein the variation coefficient S/R is 0.15 or less.
3. The image recording material of claim 1, wherein the white pigment has an average particle diameter of 0.1 to 0.25 μm .
4. The image recording material of claim 1, wherein the white pigment comprises a rutile type titanium dioxide.
5. The image recording material of claim 1, wherein the image recording material further comprises a porous layer

between the electronic element layer and the image forming layer.

6. The image recording material of claim 1, wherein the image recording material further comprises an printed surface having a printed image on an side of the substrate opposite to the image forming layer side, and the electronic element is positioned at a predetermined position associated with a position of the printed image.

7. The image recording material of claim 6, wherein the electronic element is positioned under the printed image.

8. The image recording material of claim 1, wherein the image forming layer comprises a silver halide photographic emulsion.

9. An image recording material comprising:

a substrate comprising an electronic element capable of radio communicating;

a white pigment-containing layer containing a white pigment on the substrate; and

an image forming layer on the white pigment-containing layer,

wherein, in the white pigment-containing layer, a variation coefficient S/R of a ratio of a white pigment-occupying area per unit area is 0.25 or less, S is a standard

deviation of the ratio and R is an average value of the ratio.

10. The image recording material of claim 9, wherein the variation coefficient S/R is 0.15 or less.

11. The image recording material of claim 9, wherein the white pigment has an average particle diameter of 0.1 to 0.25 μm .

12. The image recording material of claim 9, wherein the white pigment comprises a rutile type titanium dioxide.

13. The image recording material of claim 9, wherein the image recording material further comprises a porous layer between the electronic element layer and the image forming layer.

14. The image recording material of claim 9, wherein the image recording material further comprises an printed surface having a printed image on an side of the substrate opposite to the image forming layer side, and the electronic element is positioned at a predetermined position associated with a position of the printed image.

15. The image recording material of claim 14, wherein the electronic element is positioned under the printed image.

16. An image recording material comprising:
a substrate; and

an electronic element layer comprising an electronic element capable of radio communicating,

wherein the image recording material further comprises an image forming layer on one side of the substrate and comprises a printed surface having a printed image on the other side of the substrate, and the electronic element is positioned at a predetermined position associated with a position of the printed image.

17. The image recording material of claim 16, wherein the electronic element is positioned under the printed image.